

How do I make my calves sell for more Money?

Do you record calving dates?
(individually or by group)

YES

NO

Consider a Source & Age program (SAV)
Examples: Red Angus FFCP or AA, Superior Verified, etc

Do you Vaccinate your calves?

Consider marketing your calves using a vaccination protocol available through your sale barn or video auction:
Examples: Superior's Vac 24, 34, or 34+

Next Step

Do you use implants or any type of hormone growth promotants?

Do you Wean your calves?

Make sure your sales venue/buyer/rep documents your weaning & vaccination protocol:
Examples: Superior's Vac 45 or 45+ & Precon

NO

YES

Stay at the SAV program level or work towards becoming NHTC compliant

Consider NHTC (Non-Hormone Treated Cattle) or China Export Verification program

Next Step

Do you use antibiotics or ionophores?

YES

Stay at the NHTC program level or work towards becoming Natural compliant

NO

Consider a Natural or "Never Ever" program

Consider GAP verification (Global Animal Partnership)
Animal Welfare program
GAP 2 & GAP 4 are the most popular

Next Step

We get this question a lot from our customers, and it really depends on your current management and/or marketing practices. Chances are, you may already be doing something but you're just not documenting it so you can get paid for it.

Do you record calving dates of your calves (individual or by group)? Do your calves have some type of individual identification? Do you vaccinate? Do you wean prior to sale? These are some pretty basic questions that could land you in a value added program(s). The toughest chore is often finding those programs that best fit for your operation.

There are numerous value added programs available today from different companies. Some require on-site audits, some phone audits and other programs simply require a producer affidavit. It's hard for a producer to know where to start. So, we prepared this "Road-Map" to assist customers in matching their operation to available programs. Premiums vary across programs and may be impacted by which marketing venue you use. But, this will provide an idea of the opportunities available to your next calf crop.

If you would like to further explore participation in any of these added value options, we invite you to contact **Christine Mushrush**, who has prior experience helping producers navigate program enrollment and compliance. She will be happy to visit about which programs may be your best fit and can be reached at christine@mushrushranches.com or 785-313-4748.

Pick the "Bells & Whistles" that work for your ranch...

10:30 AM Mountain Time Superior's Big Horn Classic - Aug. 23, 2019

LOT # 8168 -- SOLD \$157.00



Add To My Lots

Consignor: [Redacted] 160 Steer Calves Base Wt. 640#
Location: Kim, CO
Delivery Date: Oct. 1-10, 2019
Represented by: Tate Watkins, Bob Watkins



Two big loads of heavy calves sold right off the cow from southeast Colorado grossing over \$1,000 per head. While weaning wasn't a management option for this producer, they gained value through GAP, NHTC, AGE & SOURCE and NATURAL Programs. Often, all of these compliance options can be added through one ranch visit/audit.

Last but not Least... Make sure your video or sale barn rep identifies that your calves are sired by **Mushrush** bulls. Our family invests money with Superior Livestock Auction to help promote the genetic value of our customers' calves.

One more thing... Many of our customers have learned to let us know when and how their calves are selling. We know folks who've had great experience feeding or making replacements from our genetics.

We want to be your Full Service Genetic Provider!